



Commonwealth of Massachusetts

Executive Office of Housing and Economic Development

Urban Agenda Grant Program
FY2021 Informational Webinar - November 30, 2020

Commonwealth of Massachusetts
Executive Office of Housing & Economic Development

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Welcome

Welcome to the informational webinar for the FY2021 Round of the Urban Agenda Grant Program. The following is the agenda for this session:

- Overview of the Urban Agenda Program
- Review of the RFP/Guidelines
- Highlights from the application
- Q&A

During the presentation, if you have general questions, please type your question into the Q&A section here in WebEx. These will be reviewed and answered during the Q&A period.

Specific questions that may relate only to your community or particular project, should be sent via email to eoheadgrants@mass.gov to be reviewed/answered after the session.

Overview

The Executive Office of Housing and Economic Development (EOHED) is pleased to announce the availability of funds for the FY2021 round of the Urban Agenda Grant Program.

The program is designed to support proposals from eligible municipalities for projects that entail community-driven responses to community-defined economic opportunities, and that build leadership, collaboration, and capacity at the local level.

The Urban Agenda program offers grant funding, on a competitive basis, to local partnerships in selected urban communities, to implement projects that are based on creative collaborative work models with the goal advancing and achieving economic progress.

FY2021 RFP/Guidelines

What's New in FY2021:

- In December 2019, the state unveiled a new economic development plan, entitled *Partnerships for Growth: A plan to enable the Commonwealth's regions to build, connect, and lead**. The plan aligns the administration's economic development programs, funding, and legislative efforts within four central pillars – Respond to the Housing Crisis, Build Vibrant Communities, Support Business Competitiveness, and Train a Skilled Workforce – to address challenges and foster opportunities over the next four years.
- Last month, the Baker-Polito Administration introduced *Partnerships for Recovery**, a plan to support the state's economic recovery from the unprecedented and far-reaching impact of the global pandemic. Given this urgent need in communities, the Urban Agenda program in this round is primarily seeking proposals from community coalitions that intend to develop and/or implement Covid-19 economic recovery strategies.
- EOHEd will again prioritize funding to projects that align with the recommendations outlined in the 2018 reports issued by the Governor's Black Advisory and Latino Advisory Commissions, which is particularly important due to the pandemic's disproportionate impact on low-income and minority communities.
- Please note that this round was opened with the caveat that the contracting of any awards will be subject to appropriation in the state's operating budget for FY2021.

* Both plans are available for review on our website at www.mass.gov/hed.

FY2021 RFP/Guidelines

Key Elements

Maximum Award*	\$100,000
Total Funds Available	\$2,500,000 (Subject to state budget appropriation)
Grant use	General operating support for innovative and collaborative community economic development projects.
Project Duration	Project must be completed and fully expended no later than June 30, 2021
Eligible communities	Urban municipalities that meet certain household income benchmarks (median household income less than 90 percent of the state's average income).
Eligible lead applicant	Municipality or a Community-Based Organization
Eligible project partners	Municipality, Community-Based Organizations, Schools, Local Businesses, Chambers of Commerce, Private Sector Partners, Neighborhood Associations, etc.

FY2021 RFP/Guidelines

Key Dates

Application Opened	Monday, November 16, 2020
Informational Webinar	Monday, November 30, 2020, @ 9:00 am
Application Deadline	Friday, December 18, 2020, 5:00pm
Awards Notification / Contract Start	January-February 2021

FY2021 RFP/Guidelines

Proposal Requirements and Review Criteria

- The program will consider applications from communities that have established coalitions and/or collaborations that have a track record of working together on addressing community challenges.
- Each eligible community may only submit one application to the program, except for cities with a population over 150,000. In those cases, the city may submit either one citywide proposal or multiple “neighborhood” proposals (no more than one application per clearly defined geographical neighborhood).
- Applicants must base their project proposals on locally significant economic opportunities. In this round, priority will be given to community collaborations that propose to develop and/or implement strategies for pandemic economic recovery. The key is that the project be in direct response to a community identified need.

FY2021 RFP/Guidelines

Proposal Requirements and Review Criteria (continued)

Applications will be reviewed and scored (on a 100-point scale) on the following criteria:

- Applicant and Coalition's Track Record (10 points)
- Vision and Goals (10 points)
- Community Collaboration and Partnerships (20 points)
- Target Population (10 points)
- Economic Opportunity – Project Plan (40 points)
- Capacity to Succeed (10 points)

Note: For projects focused on workforce development and/or training, the project plan must reflect alignment with the municipality's corresponding Regional Labor Market Blueprint, and/or outline changes in priority sectors due to the pandemic. In all cases, applicant should describe consultations and/or coordination with MassHire partners.

Application Highlights

Project Summary – Describe the community partnership and the proposed project. Include information on the group’s purpose, the economic challenge being addressed, and the general activities of the project.

Applicant’s Track Record

- Describe the applicant’s experience with community economic development and in leading coalitions.
- Describe the partnership’s history, experience, and past successes in the community.

Vision and Goals

- Describe the neighborhood, economic, and social context in which this project operates. What issue and/or circumstances led to the development of the project?
- What does the project strive to achieve and how does it align with community’s larger strategic vision and/or plans.
- If applicable, describe how this project aligns with one or more of the recommendations from the Black and/or Latino Advisory Commissions.

Community Collaboration and Partnerships

- For what purpose was the community coalition or partnership organized? What makes this community group innovative or effective in building local capacity and leadership?
- Identify the people and/or organizations in the coalition.
- Identify any institutional partners that are involved and providing financial, coordination, and/or staff support.

Application Highlights

Economic Opportunity – Project Plan

- What are the specific community economic challenges and needs that this project seeks to directly influence and/or improve?
- What role did members of the target population play in identifying these opportunities?
- How does this project directly respond to the identified community economic opportunities?
- List specific activities and include a description of participants (adults, youth, entrepreneurs, etc.), intervention/service type (training, workshops, counseling, etc.), and expected results (certificate attained, job placement, new businesses started, etc.).

Target Participants	Interventions	Outcomes
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- If applicable, how does this project support the community's pandemic recovery efforts and/or the economic advancement of Black and Latino communities?

Capacity to Succeed

- Provide a project timeline with key activities and milestones.

Target Dates	Activities	Milestones
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Application Highlights

GRANT BUDGET FORM

Please use the budget worksheet below to provide the details of your project budget. Enter the breakdown for the requested Urban Agenda grant plus any other funds* that support the project, if applicable. Identify source of other funds and indicate if they have been committed. Add categories, as needed.

Spending Category	Urban Agenda Request	Match / Other Funds	Total Project Budget	Source of Match / Other Funds
Personnel (inc. taxes/fringe)				
Consultants / Professional Fees				
Partner Subcontracts				
Program Supplies/Materials				
Events / Meeting Expenses				
Other/Miscellaneous				
Subtotals				
General Admin / Overhead				
Grand Total				

**Match funds are not required. However, proposals that include any funding support from other sources (federal or municipal government, foundations, private donors, etc.) will be given additional consideration.*

Application Highlights

Application Submission

A complete proposal packet, which includes the following pages/components, **must be submitted to EOHEd by 5:00 p.m. on Friday, December 18, 2020** via email to EOHEdgrants@mass.gov.

- Cover Page (1 page)
- Proposal Narrative (not to exceed 7 pages)
- Budget Form (1 page)
- Lead Support Letters (one letter each from Municipality and Main Community Partner)
- All sections must be completed per the instructions. Complete packet must be submitted as one document (MSWord or PDF) with a filename that includes the City/Town name.
- Optional Attachments: Additional attachments are not required. However, other support letters from community partners that will be actively involved in the project, may be submitted.

Q & A

Most Frequently Asked Questions

- Can a previous or current Urban Agenda grantee apply in this round?
- Is my type of organization eligible to be the lead applicant?
- Is there a limit to the number of application my community can submit?

Other Questions From Participants

Thank You

Thank you for your interest in the Urban Agenda Grant Program.

For the most up to date information about this and other programs at EOHED, please visit our webpage at www.mass.gov/hed.

Contact: eohedgrants@mass.gov